

Action Plan for Fort Monroe Bowling Center

19 February 2004

Goal 1: Exceed NIBD objective of 8%

Strategy: Identify correct product mix. Sell and deliver it properly.

Long –Term Objective- deliver superb product at market bearing price.

Short-Term Objectives:

- a) Continuous analysis of market - enabling rapid reaction with pricing structures to insure achievement of- *at minimum-* **parity** in relation to perceived competition.
- b) Continue recovery of facility in order to assure delivery of desirable product at profitable level.
- c) Emphasize development of revenue streams formerly not in existence within the facility.
- d) Involve facility activity to become concurrent to the Military Community's needs and demands.
- e) Initiate at least one new event per 30-day period.
- f) Emphasize and aggressively pursue leisure market opportunity, without alienating traditional league structure.

Goal 2: Insure Smooth Management Transition

Strategy: Identify major blocks to employee satisfaction

Long-Term Objective- fosters a safe workplace environment, without hindrance to advancement and personal improvement.

Short-Term Objectives:

- a) Lead by example
- b) Sensitivity to EEO considerations
- c) Conduct periodic "boss" performance reviews
- d) Insure employee comfort level within scope of job requirements
- e) Communicate to employees state of the business- both positive and negative results.
- f) Strive to award recognition for service well rendered
- g) Encourage self-improvement.

Goal 3: Exceed Customer Expectation

Strategy: Reinforce customer service expectations to staff

Long-Term Objective: Create an environment that is customer friendly.

Short-Term Objectives:

- a) Enforce the non smoking policy
- b) Deliver a high quality product
- c) Provide innovative goods and services

d) Foster and enforce behavioral standards

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